GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Agriculture Department-Buffer Stocks-Nomination of AP Markfed Nodal agency for procurement, pre-positioning, maintenance and distribution of fertilizers for the Agricultural Year 2020-2021-Approval of Operational Guidelines on Fertilizers supply, distribution & monitoring for the year 2020-21-Orders-Issued.

AGRICULTURE & COOPERATION (AGRI.III) DEPARTMENT

G.O.RT.No. 276 Dated: 16-03-2020

Read the following:-

1. From the Managing Director & Convener, State Level Committee, APMARKFED, Rc.No.Fert/SLC/2019-20, Dated.13.01.2020.
2. From the Spl.Commissioner of Agriculture, A.P., Guntur, Lr.No.Fert(2)27/2016, Dt.17.02.2020.

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ORDER:-

In the circumstances reported by the Special Commissioner of Agriculture, A.P, Guntur, in the reference 2nd read above and Government, after careful examination of the matter, hereby nominate A.P.Markfed as Nodal agency of the Government of A.P, for procurement, pre-positioning, maintenance and distribution of fertilizers for the Agricultural Year 2020-2021, on the following terms, subject to meeting the expenditure within the BE Provision.

i. To maintain 1.50 LMTs of Urea as buffer.
ii. Government will reimburse interest accrued on bank loans availed by AP Markfed for the year 2020-2021 on quarterly basis or till liquidation of the stocks procured and till the clearance of loans raised for the above purpose.
iii. Government will reimburse the cost of incidental charges such as insurance, handling, storage, transportation etc. for the year 2020-21.
iv. To create BE provision of Rs.4500.00 lakh to the projected expenditure of 2020-2021.

2. Further, Government hereby approve the Operational Guidelines on Fertilizers supply, distribution & monitoring for the year 2020-21, as annexed to this order.

3. The Special Commissioner of Agriculture, A.P, Guntur, and the MD, AP Markfed, A.P, Vijayawada, shall take further necessary action accordingly, in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Special Commissioner of Agriculture, A.P.Guntur.
The MD, AP Markfed, A.P.Vijayawada.
Copy to:
P.S to Hon'ble Minister (Agriculture)
P.S.to Spl.C.S. to Govt., A&C Dept.
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// FORWARDED :: BY ORDER //

SECTION OFFICER

Annexure to G.O.Rt.No .276 A&C (Agri.III) Dept., Dt.16 03.2020

OPERATIONAL GUIDELINES ON FERTILIZER SUPPLY, DISTRIBUTION & MONITORING FOR THE YEAR 2020-21

I. SUPPLY PLAN

1. Month-wise, Product-wise fertilizer supply plan will be communicated to all District Joint Directors of Agriculture and manufacturers/ suppliers / concerned based on monthly allotments approved by Department of Fertilizers (DoF) Govt. of India.

2. On receipt of the district monthly supply plan, the District Joint Directors of Agriculture should prepare Mandal / Village level / Product / Manufacturer wise District supply plan of the Month. This should be based on areas likely to be covered / requirement as per the seasonal conditions but not based on indents or requisitions from individuals / institutions.

3. The Joint Directors of Agriculture should duly prioritize the needy areas, based on the cropped areas/extent and Soil Health Card data and in turn communicate the allotments to the ADAs/MAOs.

4. All MACS shall be treated as retailer.

II. DISTRIBUTION

1. On receipt of stocks at rake point, Rake in-charge Officer should monitor the distribution as per the allotment issued by Joint Director of Agriculture with the approval of District Collector.

2. Rake In-charge officer ensure that fertilizer physical movement should be carried out along with iFMS / RO module invoicing. Without RO module (Vehicle Challan) invoice, Fertilizer Movement is strictly restricted and rake In-charge officer allotted by the Agriculture Department will be responsible.

3. It is the responsibility of the Mandal Agricultural officer/ officer designated to intimate the farmers of villages through Village Agriculture Assistants (VAA) / Village Horticulture Assistants (VHA) pertaining to the allotment of fertilizers, availability, time and date of distribution of fertilizers by making wide publicity through tom-tom. The JDAs shall keep a close watch on the movement of rakes and if there is any delay in rake arrival / supplies this should be immediately informed by beat of tom-tom in the concerned villages and at RBK, so that farmers are kept informed and not put to inconvenience.

4. Wide publicity on availability of fertilizers should be given in the local press/electronic media to allay the fears among the farmers, and to avert panic buying by the farmers.

5. All the dealers, PACS & APAgros shall maintain the list of farmers who received fertilizer village wise in each mandal and same should be conveyed to concerned Mandal Agriculture Officer. The list of farmers village wise shall also be made available at respective village RBKs.

    1. Stock boards shall be displayed without fail.

    2. Fertilizers to farmers should be given based on land holding size & soil health cards recommendations only.

6. **AP Markfed shall maintain buffer stocks of 1.50 LMT of Urea to avoid any hardship to the farmers.**

7. **Buffer maintenance by AP Markfed :-** ***AP Markfed should procure Urea as Buffer for Kharif season from the allotments made from March to June and release to its members (AP Agros Hubs & PACSs) be made from July to September. For Rabi season Procurement for buffer during October & November and release to its members from December to February. This may useful in utilizing the allotments made by the DoF during lean season and Releases from buffer during peak season may ease the fertilizer availability. The budgetary support given by the Government to the AP Markfed is essentially to maintain the buffer during the lean season and make the same available to the farmers in the peak season.***

8. The JDAs should ***allot 50% of fertilizer stock of Urea to the* AP Markfed *up to the level of indicated buffer quantities*** and if any further requirement sought by AP Markfed may also be allotted, otherwise the balance quantities to be allotted to private dealer network. The AP Markfed should maintain district wise indicated buffer levels for distribution to the needy areas to avoid the spurt of Demand.

9. As the fertilizer is also being proposed for distribution at village point through RBKs and the AP Markfed is the Nodal Agency for supply of fertilizers through RBK and APAgros, it is essential to allot major quantity of fertilizers to AP Markfed. Hence the JDA shall allot minimum 50% of fertilizers to AP Markfed and based on movement of Fertilizer through RBKs additional requirement over and above 50% sought by AP Markfed shall also be allotted.

10. Joint Directors of Agriculture should give allotment of fertilizer from Buffer maintaining agency on first in first serve basis to avoid stocks of AP Markfed become old/lumpy. The AP Markfed shall replenish the stocks with fresh arrivals from time to time and maintain the buffer as indicated by C&DA. AP Markfed is also having responsibility of not piling old stock.

11. Whenever the fertilizer requirement order generated from RBKs, JDA's must give priority to fulfil those orders.

12. All PACS in a mandal can be used as fertilizer storage hubs for distribution through RBK. Hence all the active PACS and inactive PACS in the state are to be involved in distribution of fertilizers through RBKs to achieve the success and objective of Government to distribute the quality fertilizers at the door step of farmers.

13. Stocks should not be allotted to PACS, which are not financially sound/defaulters.

14. The allotment in the peak season to a retail dealer should be limited to 20 MTs only.

15. PACS outlets may be allowed direct access to procure from the rake point whenever required as per the allotment indicated by the District Collector to avoid delay. AP Markfed in their godowns should not hold stocks at the cost of farmers' requirement on the ground that PACS are delaying lifting of stocks.

16. The PACS/specified dealer should give fertilizers as per the acreage and requirement to a single farmer. The PACS should sell the stock to the members as well as non-members of villages attached to that PACS at the respective village point.

17. In case of products dispatched directly from the manufacturing units, the manufacturer should inform through mail/telephone to the rake in charge officer/district JDA/ Commissioner about the

product/Quantity/lorry number/time of dispatch and time of likely arrival at the retail dealer point (with address).

18. The supply of products shall be as per availability and production undertaken by the manufacturers and no branding to a particular product (in case of Urea Prilled) should be encouraged. Awareness should be created among the farmers on nutrient contents of different brands of a product and also encourage the usage of granular urea instead of prilled urea.

19. As a policy of implementing Aadhar enabled fertilizer distribution throughout the state from 01.12.2017, no dealer is allowed fertilizer sales without e-PoS device and All sale of fertilizers to the individual farmers shall based on Bio-Metric authentication through e-PoS

20. As a new policy of establishing hubs by APAgros in each district for supply of fertilizers through RBKs the hubs should have fertilizer retail license with ePoS device for compliance of DBT in fertilizers.

III. MOVEMENT:

1. To prevent inter-state unauthorized/ illegal movement of fertilizers, the border District JDAs must keep constant vigil with check post authorities. The stocks supplied in the border districts should be super scribed “Meant for sale in Andhra Pradesh only”.

2. The Manufacturers possessing whole sale license from the C&DA office, shall not move the stocks from one district to other district without prior approval from the C&DA office. The stocks meant for the district as per supply plan should be distributed in that district only.

3. Any modification in the allotment of fertilizers by the Joint Director of Agriculture to wholesale/ retail dealer shall be with specific permission by the District Collector only.

4. All the manufacturers and wholesalers must follow DBT module and raise invoices only through R.O module. Invoicing in Real time without any deviation & ensure to send the vehicle challan hard copy generated using RO Module along with Physical movement of Fertilizer.

IV. MONITORING

1. A Committee consisting of JDA, SP Vigilance, representatives of fertilizers companies, including lead Manufacturers representative, District Co-operative Officer, D.M. (MARKFED) & D.M (AP Agros) headed by the Joint Collector shall monitor supply of fertilizers to farmers through private dealers, AP Agros Master Hubs of RBKs and PACS, on regular basis as per need.

2. District JDAs should keep continuous contact with the manufacturing/supplying companies’ representatives at district level, specify the areas for supplying fertilizers well in advance and monitor the supply. Any shortfall / problems are to be brought to the notice of Commissioner of Agriculture, A.P.

3. The JDAs at the district level should organize district level fertilizer dealers’ meeting during the First week of the month and coordinate the supplies as per supply plan.

4. The responsibility of Rake in-charge Officer/officer designated is to liaison with Railways & Ports from time to time and intimate the details of date of arrival of rakes & vessels / quantities to Joint Directors of Agriculture & also to C&DA’s office. Similar information from Manufacturing Unit should be passed on to all concerned.

5. Monitoring cell at District level must be activated and **daily reporting** should be continued as per the proforma already communicated.

6. Constitute DBT Working group comprising all stakeholders and grievance redressal Mechanism at district level and sub-division level.

7. ADA/MAO's should ensure sales at every retailers point done through PoS device only and see whether retailer is acknowledging the received stock with in time (immediately after receiving physical stock).

8. Fertilizer Inspectors must visit all the retailer outlets in their jurisdiction from time to time to ensure physical stock of retailer dealer match with Pos stock.

V. NUTRIENT BASED SUBSIDY:

1. In the wake of "Nutrient Based Subsidy Policy" the per Metric Tonne subsidy of P & K fertilizers has been fixed by Department of Fertilizers, GoI. The details of Product-wise subsidies from time to time are available on the Official website of Department of Fertilizers (DoF) .

2. The retail prices of P & K fertilizers will be decided by the Manufacturers/Companies. The Companies shall print clearly on the bags the following details :

   (a) Maximum Retail price of the product (in Rs.)

   (b) Applicable subsidy on the fertilizer bags (in Rs.)

   (c) The batch number should be printed with indelible ink in the case of SSP bags.

3. Any sale above the printed MRP will be punished as per Act.

VI. REGULATION:

1. Since 2012, the fertilizers licensing is being done through OLMs only. No district JDA and ADA's should allow issue of licenses through manual process.

2. All the JDAs are instructed to take stringent actions on erring dealers under FCO/EC ACT. Any soft pedaling by ADAs/JDAs is noticed will be viewed seriously.

3. Any sale above the printed MRP will be punishable under FCO. The fertilizer inspectors should inspect the retail outlets at frequent intervals and ensure that the fertilizers are sold at maximum retail prices printed on the bags.

4. JDA should organize decoy operations to find out any fertilizer sale over and above MRP. Further a press Note shall be given at the beginning of the season on MRP of various fertilizer items and farmers shall be given toll free No. for bringing MRP violations to notice of district administration.

5. The JDAs should obtain the product wise, Company wise MRPs (indicating the retail price, GST applicable & subsidy applicable separately) fixed and printed on the bags by the manufacturers and submit the details to this office.
6. Internal squads should be formed as and when required for enforcement of FCO provisions to ensure the printing of prices on every bag, to monitor that on no account shall the fertilizer bags are sold over and above MRP. The private dealers shall be directed to display a big banner mentioning the MRP of Fertilizers along with departmental Toll free no in telugu for the knowledge of farmers.
7. The request for inclusion of new godowns of the fertilizer Companies shall be processed and granted as per the procedures speedily whenever the stocks are moved to new godowns during peak season of Fertilizer movement by the concerned notified authority in their jurisdiction.
8. Action taken report against violators of FCO 1985 provisions should be submitted by 5th of every month without fail.

REPORTING:

1. Information on day-wise supplies from the manufacturers should be collected, cross-checked with retailers about actual arrivals and sales to farmers and closing balances (ground stocks) should be reported to the Commissionerate.

2. Daily Fertilizer availability report should be submitted in the following proforma:

S.No	Product	Opening Balances	Receipts (*)	Availability	Sales	Closing Balances
1	2	3	4	5 (3+4)	6	7 (5-6)

The above information should be furnished for the stocks with Private Dealers (retailers and wholesale dealers), MARKFED and Company Godowns.

(*Receipt: Company, product-wise receipts to be furnished.)

As the government resolved to make the fertilizer available to the needy farmers at village point, the JDAs through the departmental functionaries shall sensitize all the farmers about the facility and encourage the farmers to get their fertilizer through RBKs at village point. Continuous monitoring to assess the percentage of total fertilizer quantity supplied through RBKs shall be made to ensure maximum percentage is achieved.

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT

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SECTION OFFICER